


PATENT  
IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

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response to the recognition of said feature;  
an intelligent controller having associated therewith a  
receiver for receiving said coded signal and a  
means for accessing programming material; and  
a display unit for presenting said programming  
material;

*A1*

wherein said recognition unit, in response to the  
recognition of said feature, causes said intelligent controller  
to access said programming material and said display unit to  
execute or display said programming material.

169. A system as defined in claim 168 wherein said printed matter  
comprises a newspaper.

170. A system as defined in claim 169 wherein said newspaper has  
associated therewith said at least one machine recognizable  
feature.

171. A system as defined in claim 170 wherein said at least one  
machine recognizable feature has associated therewith a data link

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

*Unit 131*

which is recognized by said recognition unit.

*A1*

172. A system as defined in claim 171 wherein said data link comprises an image data link.

173. A system as defined in claim 171 wherein said data link comprises a video data link.

174. A system as defined in claim 171 wherein said data link comprises a programming data link.

175. A system as defined in claim 174 wherein said programming data link comprises a commercial programming link:

176. A system as defined in claim 174 wherein said programming data link comprises an informational programming link.

177. A system as defined in claim 174 wherein said programming data link comprises an educational programming link.

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

178. A system as defined in claim 174 wherein said programming data link comprises an entertainment programming link.

179. A system as defined in claim 171 wherein said data link comprises a sound data link.

180. A system as defined in claim 171 wherein said data link comprises an on-line data link.

181. A system as defined in claim 171 wherein said data link comprises a on-line shopping data link.

182. A system as defined in claim 171 wherein said data link comprises a pictorial data link.

183. A system as defined in claim 171 wherein said data link comprises an electronic data link.

184. A system as defined in claim 171 wherein said data link comprises an electronic media link.

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p. 131*

PATENT  
IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

185. A system as defined in claim 171 wherein said data link comprises an "information superhighway" data link.

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186. A system as defined in claim 185 wherein said "information superhighway" data link comprises the internet.

187. A system as defined in claim 185 wherein said "information superhighway" data link comprises the world wide web.

188. A system as defined in claim 185 wherein said "information superhighway" data link comprises a computer network.

189. A system as defined in claim 185 wherein said "information superhighway" data link comprises an ISDN network.

190. A system as defined in claim 185 wherein said "information superhighway" data link comprises a telephone line.

191. A system as defined in claim 185 wherein said "information superhighway" data link comprises a CATV line.

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**PATENT**  
**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

192. A system as defined in claim 185 wherein said "information superhighway" data link comprises a local area network.

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193. A system as defined in claim 185 wherein said "information superhighway" data link comprises a wide area network.

194. A system as defined in claim 185 wherein said "information superhighway" data link comprises a data communications network.

195. A system as defined in claim 185 wherein said "information superhighway" data link comprises an Internet Product Service Directory.

196. A system as defined in claim 185 wherein said "information superhighway" data link comprises a globally based digital communications network.

197. A system as defined in claim 185 wherein said "information superhighway" data link comprises a wireless network link.

PATENT  
IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

198. A system as defined in claim 185 wherein said "information superhighway" data link comprises a Wireless Application Protocol internet.

199. A system as defined in claim 185 wherein said "information superhighway" data link comprises an ethernet network.

200. A system as defined in claim 185 wherein said "information superhighway" data link comprises a RF cellular network.

201. A system as defined in claim 185 wherein said "information superhighway" data link comprises high band-width digital data.

202. A system as defined in claim 185 wherein said "information superhighway" data link comprises full motion video.

203. A system as defined in claim 170 wherein said at least one machine recognizable feature comprises a bar code.

204. A system as defined in claim 203 wherein said bar code

PATENT  
IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

*Could be 1317*  
comprises a Universal Product Code.

*AI*  
205. A system as defined in claim 203 wherein said at least one machine recognizable feature comprises an invisible bar code.

206. A system as defined in claim 170 wherein said at least one machine recognizable feature comprises a magnetic code.

207. A system as defined in claim 170 wherein said at least one machine recognizable feature comprises a printed character.

208. A system as defined in claim 170 wherein said at least one machine recognizable feature comprises a symbol.

209. A system as defined in claim 170 wherein said at least one machine recognizable feature comprises a pictorial icon.

210. A system as defined in claim 170 wherein said at least one machine recognizable feature comprises an invisible indicia.

PATENT  
IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

211. A system as defined in claim 170 wherein said at least one machine recognizable feature comprises a two-dimensional figure.

212. A system as defined in claim 170 wherein said at least one machine recognizable feature comprises an icon.

213. A system as defined in claim 170 wherein said at least one machine recognizable feature comprises an invisible icon.

214. A system as defined in claim 170 wherein said at least one machine recognizable feature comprises a watermark.

215. A system as defined in claim 170 wherein said at least one machine recognizable feature comprises an invisible watermark.

216. A system as defined in claim 215 wherein said invisible watermark comprises a digital watermark.

217. A system as defined in claim 170 wherein said at least one machine recognizable feature comprises a series of alphanumeric



PATENT  
IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

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sub 17*  
numbers.

218. A system as defined in claim 170 wherein said at least one machine recognizable feature comprises a binary code.

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219. A system as defined in claim 170 wherein said at least one machine recognizable feature comprises a digital watermark.

220. A system as defined in claim 170 wherein said at least one machine recognizable feature comprises a magnetic strip.

221. A system as defined in claim 170 wherein said at least one machine recognizable feature comprises a code.

222. A system as defined in claim 170 wherein said at least one machine recognizable feature comprises an on-line shopping product code.

223. A system as defined in claim 170 wherein said at least one machine recognizable feature comprises a home shopping product

PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

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7  
code.

224. A system as defined in claim 170 wherein said at least one machine recognizable feature comprises an on-line shopping service code.

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225. A system as defined in claim 170 wherein said at least one machine recognizable feature comprises a home shopping service code.

226. A system as defined in claim 170 wherein said at least one machine recognizable feature comprises an analog pattern.

227. A system as defined in claim 170 wherein said at least one machine recognizable feature comprises a hieroglyphic character.